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# SMOKING MEANS INHALING. INHALING MEANS YOU NEED

*what PHILIP MORRIS alone provides!*

All smokers sometimes inhale. But—  
your throat needn't know it.

Here's a vital difference you may not  
know exists. Eminent doctors com-  
pared the leading favorite cigarettes  
... found and reported that:

SMOKE OF THE FOUR OTHER LEADING  
POPULAR BRANDS AVERAGED MORE THAN  
THREE TIMES AS IRRITATING—AND THEIR  
IRRITATION LASTED MORE THAN FIVE  
TIMES AS LONG—AS THE STRIKINGLY  
CONTRASTED PHILIP MORRIS!

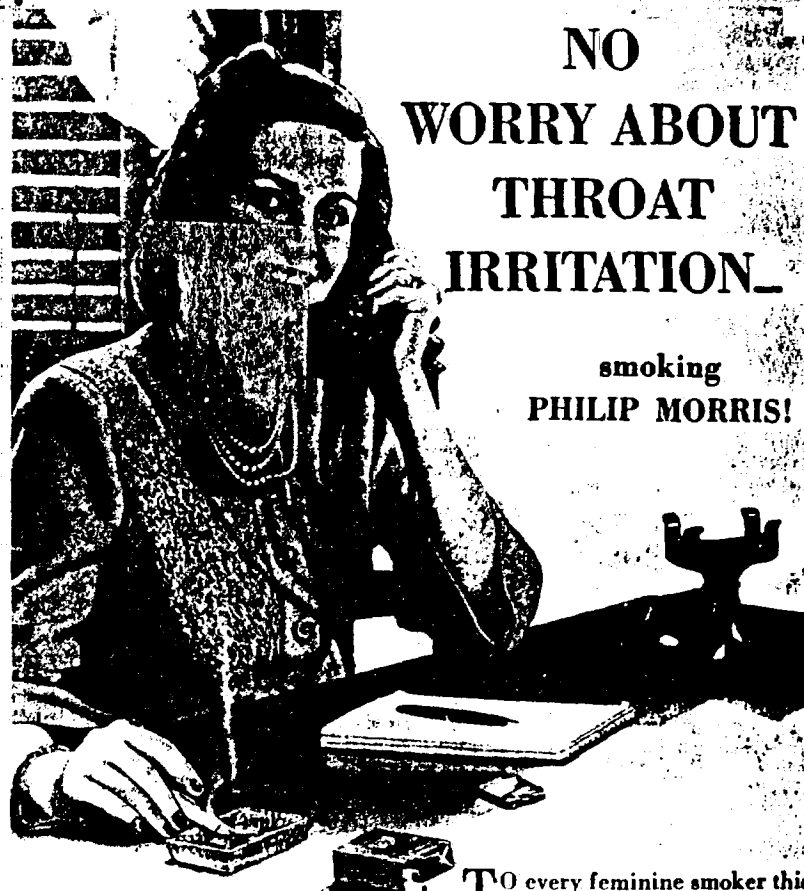
That's proved protection—ex-  
clusive with PHILIP MORRIS—  
added to your enjoyment of  
the finer-quality PHILIP  
MORRIS tobaccos. No  
worry about throat irri-  
tation... even when you  
do inhale!



## CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

1003071207



# NO WORRY ABOUT THROAT IRRITATION—

smoking  
PHILIP MORRIS!

YOU CAN'T HELP  
INHALING—BUT  
You Can Help  
Your Throat!

To every feminine smoker this  
is specially important—yes,  
vital!

For this is the difference be-  
tween PHILIP MORRIS and other  
cigarettes... found and reported  
by eminent doctors—who com-  
pared the leading cigarettes:

SMOKE OF THE FOUR OTHER  
LEADING POPULAR BRANDS  
AVERAGED MORE THAN THREE  
TIMES AS IRRITATING—AND  
THEIR IRRITATION LASTED MORE  
THAN FIVE TIMES AS LONG—AS  
THE STRIKINGLY CONTRASTED  
PHILIP MORRIS!

This is real protection for your  
sensitive woman's throat—added  
to enjoyment of the superb  
PHILIP MORRIS tobaccos. No  
worry about throat irritation—  
even when you inhale!



## CALL FOR PHILIP MORRIS

*America's Finest Cigarette*

Nov. 1942 Good Housekeeping